

I claim:

1. A system for delivering information on the Internet to end users, said system comprising:  
an autonomous source of multicast transmission of said information; and  
a MULTIPOPS network which includes a plurality of multicast enabled Internet service providers;  
wherein said autonomous source delivers said information to said MULTIPOPS and said MULTIPOPS provide said information to said Internet service providers for distribution to said end users.
  
2. The system as claimed in claim 1 wherein said information comprises at least one of audio and video data.
  
3. The system as claimed in claim 1 wherein said autonomous source comprises means for measuring the amount of said end users receiving said information.
  
4. A method of delivering information on the Internet to end users, said method comprising:  
generating a multicast transmission of said information; and  
providing said multicast transmission to at least one MULTIPOP within a MULTIPOPS network which includes a plurality of multicast enabled Internet service providers;  
wherein said at least one MULTIPOP provides said information to said Internet service providers connected to said least one MULTIPOP for distribution to said end users.

5. The method as claimed in claim 4 wherein said information comprises at least one of audio and video data.
6. The method as claimed in claim 4 further comprising measuring the amount of said end users receiving said information.